

### Abstract of the Disclosure

A web-based sponsorship exchange facilitates forming an agreement between an "owner" of a marketing, sales, technical, or other business event and one or more asset/service providers in which fees for services/assets to be provided for the event are leveraged in full or in part by service/product placements, advertising, and other sponsorship or marketing opportunities for the asset/service provider related to the event or the event owner. The sponsorship exchange sets up a quid pro quo benefiting the event owner in the form of no-cost, or nominal/reduced fee services or assets. In turn, the asset/service provider receives product placement, branding or other advertising at an venue without direct payment. Further, a sponsorship opportunity auction is implemented in association with a certain event and can be bid upon and won in exchange for cash or other compensation, assets or services. The invention is applicable across a wide spectrum of industries.